WHAT IS CLAIMED IS:

1. A web tension measurement device comprising:

a roller for a contacting a web of material, the roller having an axis of rotation, the axis being moveable in a first direction by the web;

a counteracting device connected to the roller, the counteracting device for forcing the roller in a second direction opposite the first direction; and

a controller connected to the counteracting device for measuring the web tension.

- 2. The web tension measurement device as recited in claim 1 wherein the roller is a liquid cooled roll.
- 3. The web tension measurement device as recited in claim 1 wherein the counteracting device is a motor.
- 4. The web tension measurement device as recited in claim 1 wherein the controller is a solid state device.
- 5. The web tension measurement device as recited in claim 1 further comprising a plurality of lever arms, each lever arm mechanically linked to the counteracting device, the plurality of lever arms supporting the roller.
- 6. The web tension measurement device as recited in claim 1 further comprising a pivot shaft mechanically linked to the counteracting device.
- 7. The web tension measurement device as recited in claim 1 further comprising a plurality of drive sprockets, each drive sprocket mechanically linked to the counteracting device.

- 8. The web tension measurement device as recited in claim 7 further comprising a belt connected to at least one of the drive sprockets.
- 9. The web tension measurement device as recited in claim 1 wherein the counteracting device has a shaft.
- 10. A method for measuring tension in a web comprising the steps of:

running a web over a roller, the roller having an axis movable in a first direction;

counteracting the movement of the axis in a second direction opposite the first direction; and

measuring a counteracting force or a variable so as to be able to determine a web tension.

- 11. The method for measuring tension as recited in claim 10 wherein the roller remains stationary.
- 12. The method for measuring tension as recited in claim 10 wherein the roller is rotatable in a lever or lever arm about a pivot axis.
- 13. The method for measuring tension as recited in claim 12 further including the step of moving the axis of the roller based on a web compensator algorithm.